



## 2009 GLBT Economic Development Summit Agenda

**9:00AM – 9:30AM Registration and Continental Breakfast**

**9:30AM – 10:45AM - Welcome and Opening Plenary**

### Small Business in the Big Picture of DC's Economy

Keynotes:

Ms. Harriet Tregoning, *Director, District of Columbia Office of Planning*

Mr. Eugene Cornelius, Jr., *Deputy Associate Administrator, Office of Field Operations for US Small Business Administration*

**11:00AM – 12 Noon – Breakout Sessions**

### Doing Business with the Government

This workshop is designed for business owners to get information about the benefits and requirements of receiving certifications to do business with District and federal government, as well as, larger businesses. Participants will learn how to get on supply schedules.

Moderator: Kate Karasmeighan, *National Gay and Lesbian Chamber of Commerce*

Jamaine Taylor – DC Department of Small and Local Business Development

Randall Mass – Mass Management Consultants

### Mastering Media Relations

The more you know about earned and paid media the better you are able to integrate effective media strategies into your marketing and public relations plan. This panel is ideal for doing just that, as you will be learning about the media from the people working in media and those public relations professionals who harass them everyday.

Moderator: Sean Bugg, *Metro Weekly*

Chryssa Zyzos – Live Wire DC

Sommer Mathis – DCist.com

### Strategic Management in Tough Times

As small businesses work to meet the challenges and manage their organizations during these tough times, this workshop will explore business owners concerns and offer suggestions and strategies for staying in business and operating successfully in the future.

Moderator: Kenneth White, *M & T Bank*

David Franco - Universal Gear

Lynne Brown – The Washington Blade

**12 Noon – 1:00PM – Lunch Plenary Keynote**

Speaker:

Tom Sherwood – WRC – NBC4

## **1:15PM – 2:15PM – Breakout Sessions**

### **New Business Development**

This workshop offers up the tips to success in business development. The course presenters share the trends and techniques in developing a new business funnel, marketing your brand, collecting competitive intelligence and strategizing for a capture win. It is designed to improve how you do business and expand your business capture.

Moderator – Colleen Dermody

Glen Ackerman – Ackerman Legal Services

### **Protecting Your Business: 5 Vital Tips for Saving Money, Taxes and Lowering Risk**

When it comes to identifying the hazards of running a business sometimes you simply don't know what you don't know. This seminar is designed to cover broadly some of the potential pitfalls of business operations and finances and give you ammunition to ask the right questions to the right people

Moderator: Max Barger

J.T. Hatfield Smith – SPC Financial

### **Online Marketing and Social Networking**

This session will highlight the importance of building and leveraging online and social networking to grow your business and professional brand. Join the discussion as some of the Districts' pros offer tips, tricks and advice toward networking for new business.

Moderator: Lynne Brown, *The Washington Blade*

Neil Takemoto – Cool Town Studios

Shonika Proctor - Renegade CEO's

Chad Cipiti – Chadwick Cipiti Studio's, Inc.

## **2:30PM – 3:30PM – Closing Plenary – Speakers TBA**